



Global Business Dialogue on Electronic Commerce

NEC

Building Consumer Trust

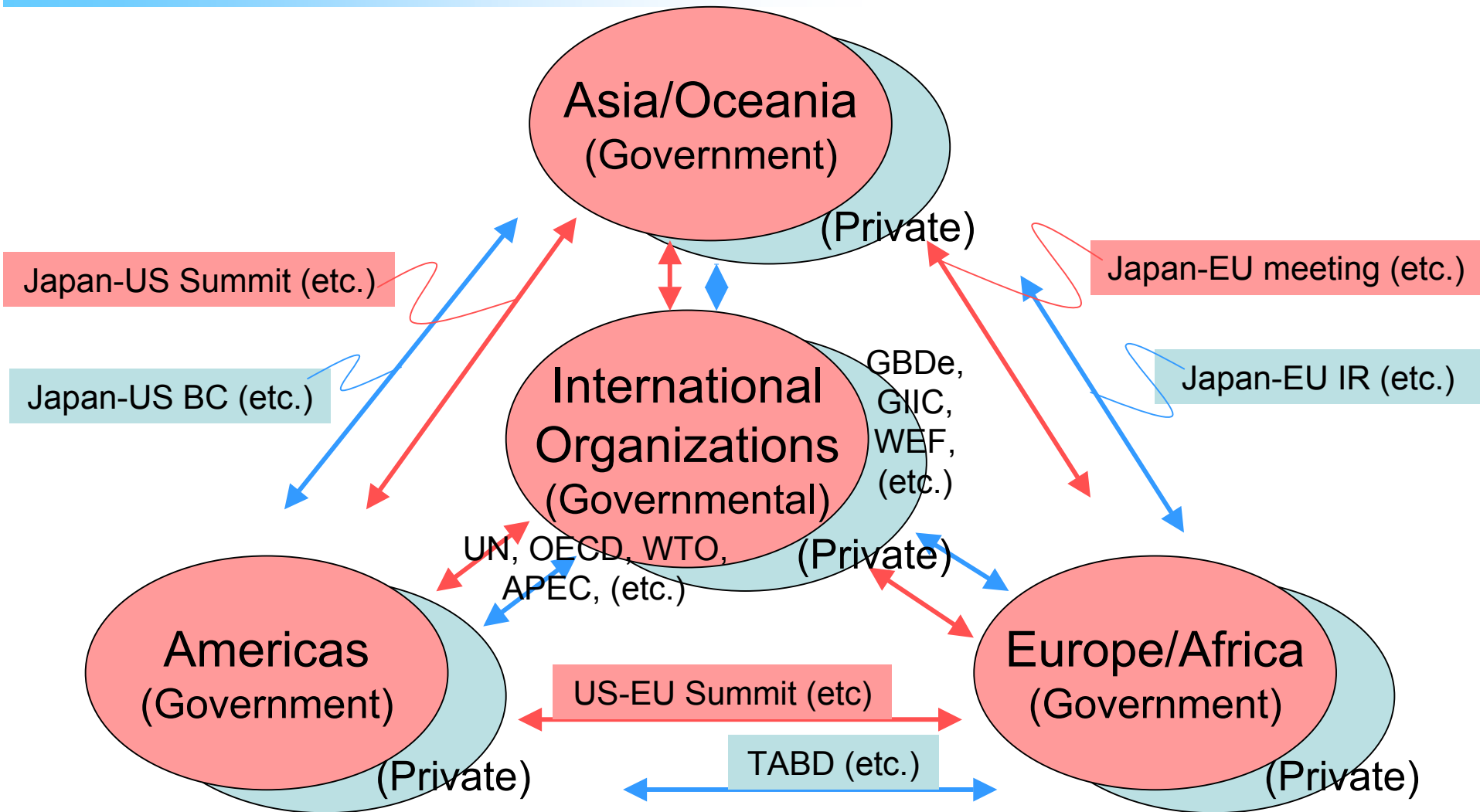
February, 2003

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NEC Corporation

(Co-chair, GBDe WG1)

Positioning of GBDe

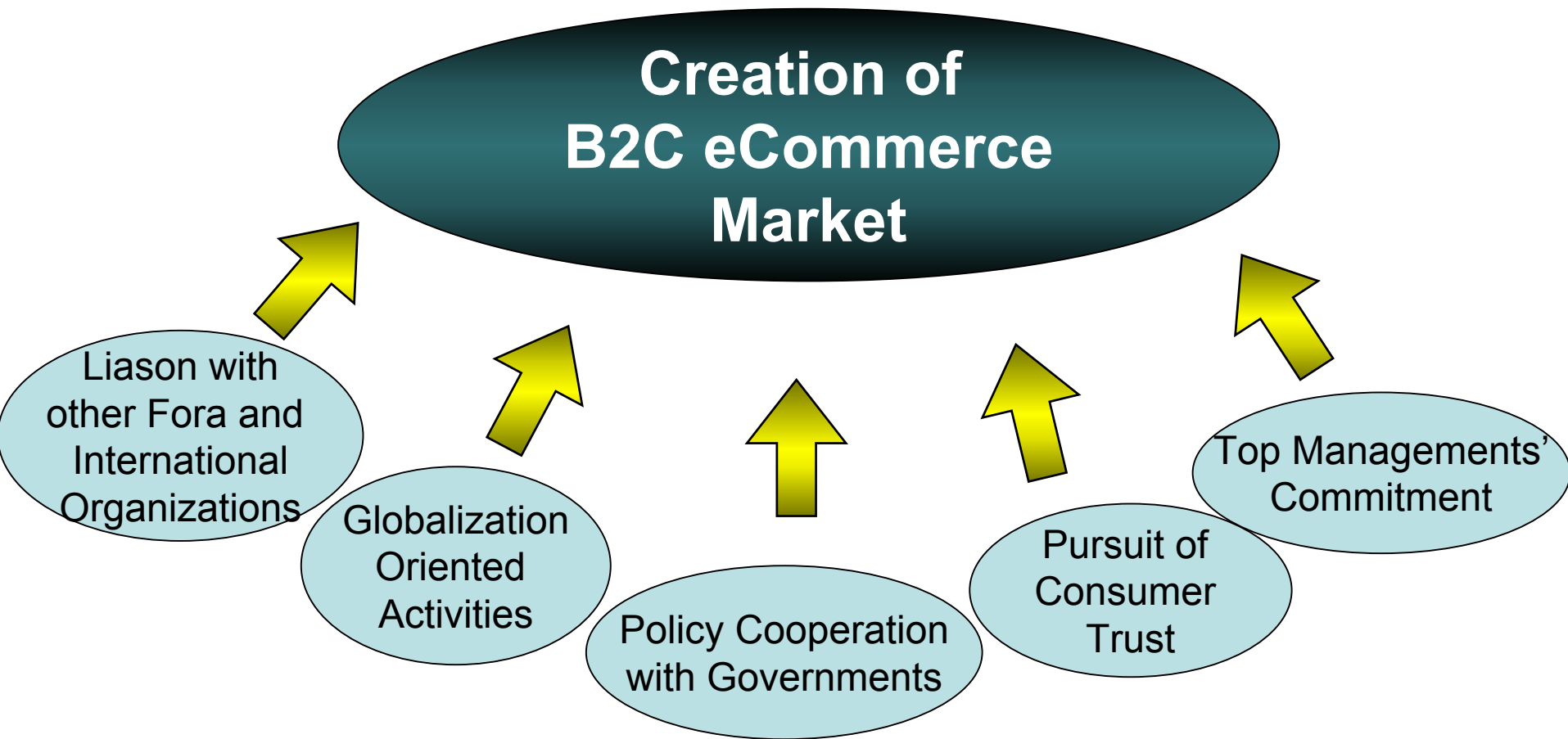


GBDe's Activities and Leaders

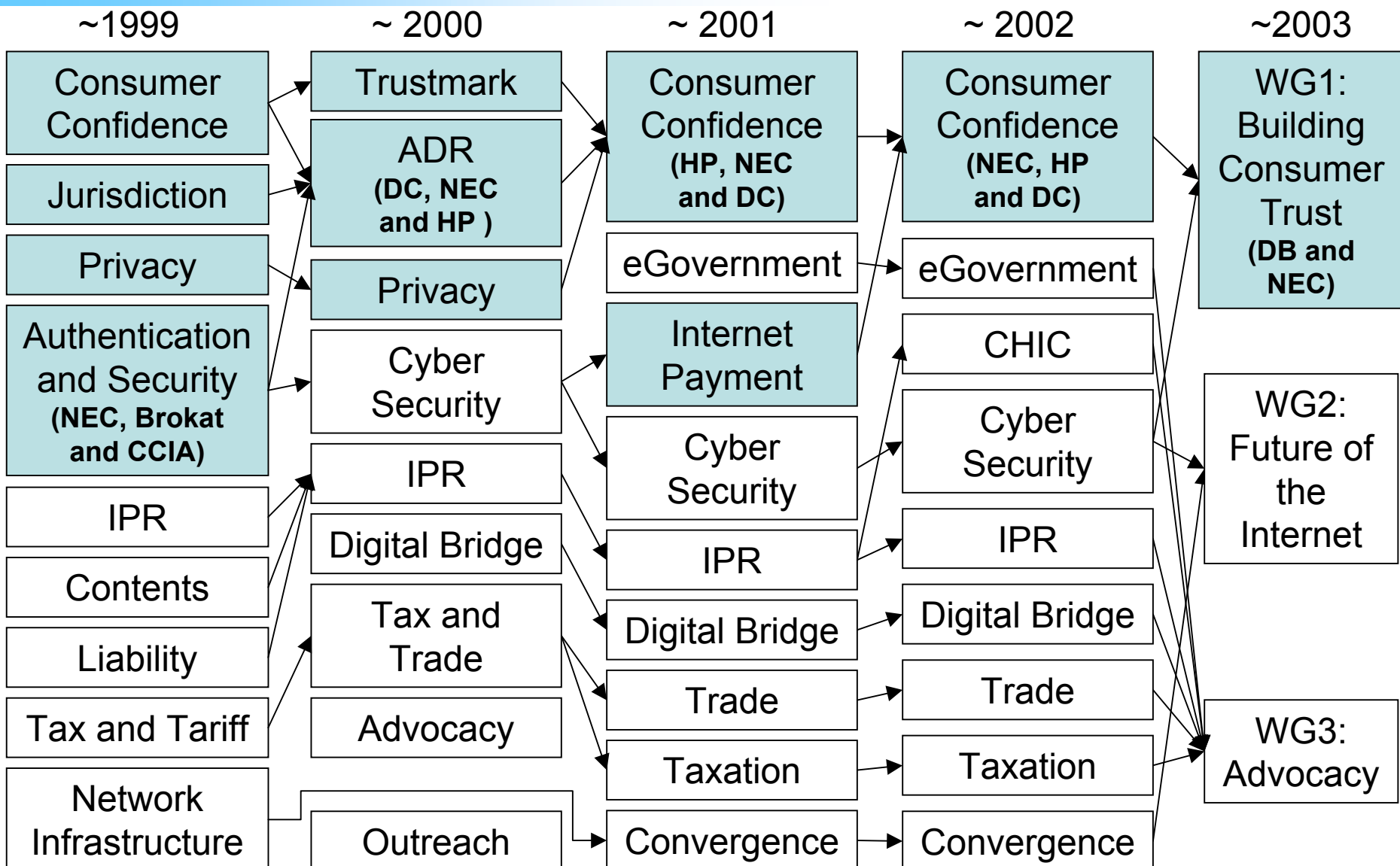


	1998	1999	2000	2001	2002	2003
	Establishment in Brussels	1 st Plenary in Paris	2 nd Plenary in Miami	3 rd Plenary in Tokyo	4 th Plenary in Brussels	Planned 5 th Plenary in New York
Region and Global Leader(s) in Charge of Operation	Europe Bertelsmann	America Time Warner and AOL	Asia/ Oceania Fujitsu and KT	Europe Vivendi Universal and Telefonica	Asia/ Oceania KT	

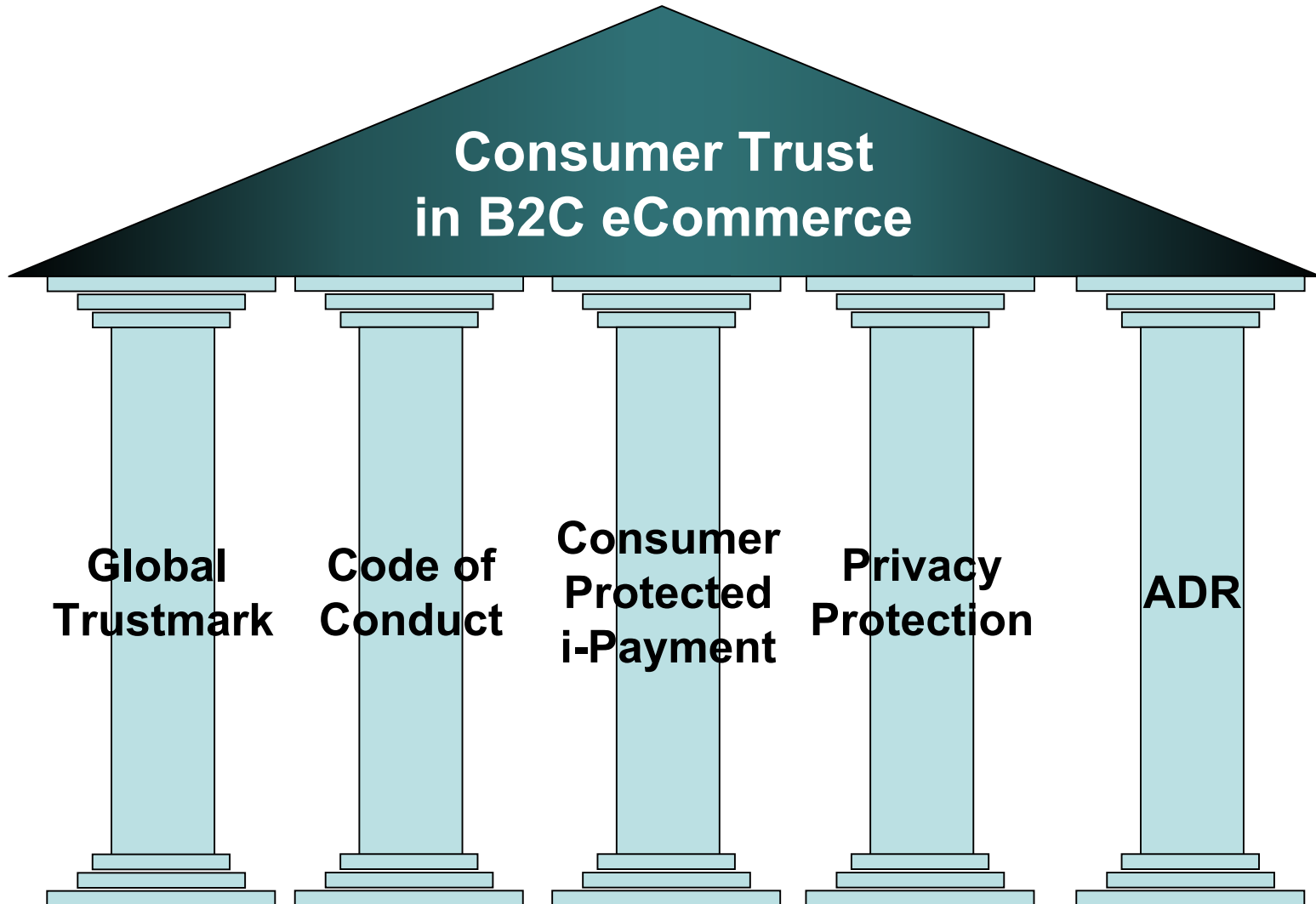
Objective of GBDe



GBDe Working Groups



Consumer Trust



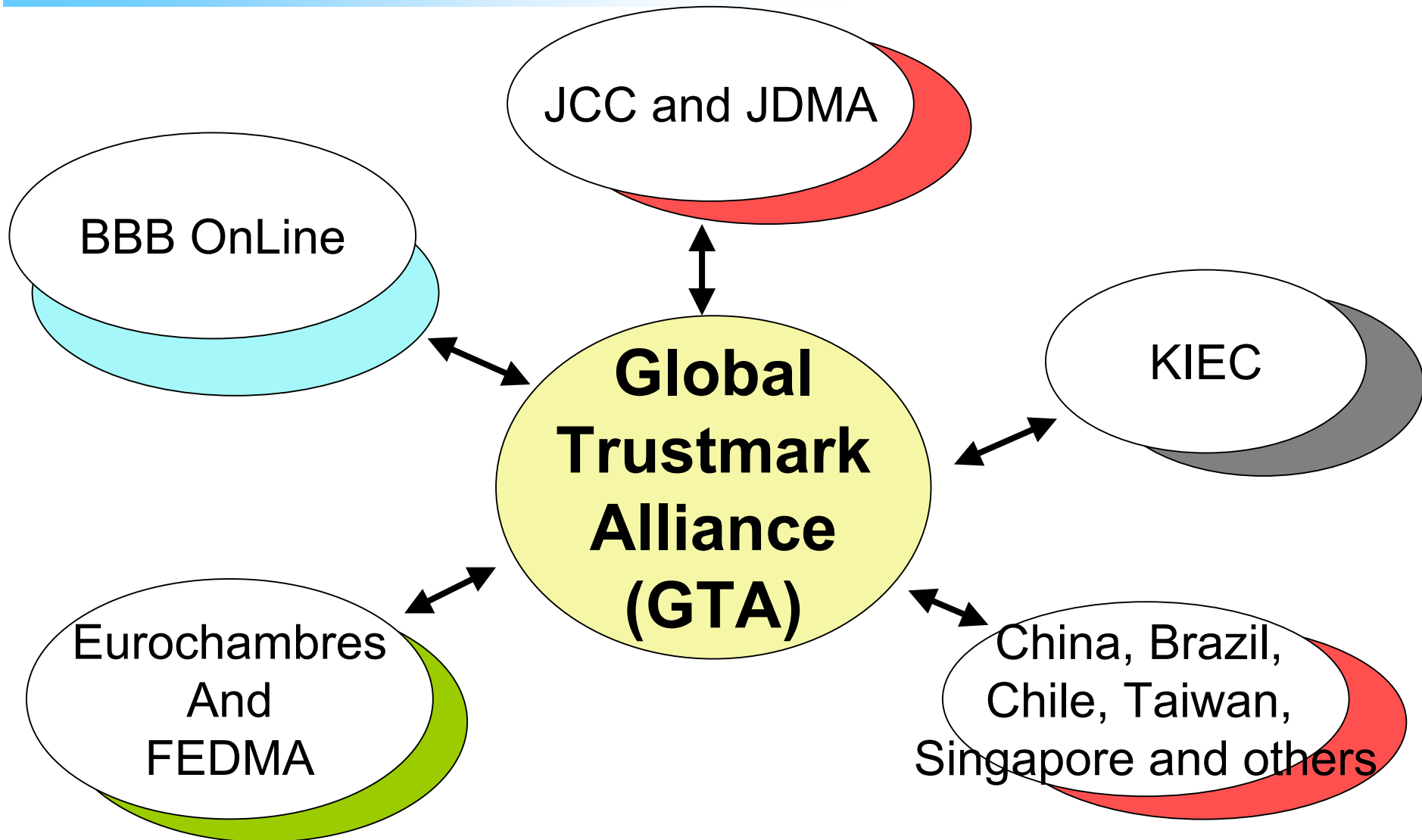
Trustmark



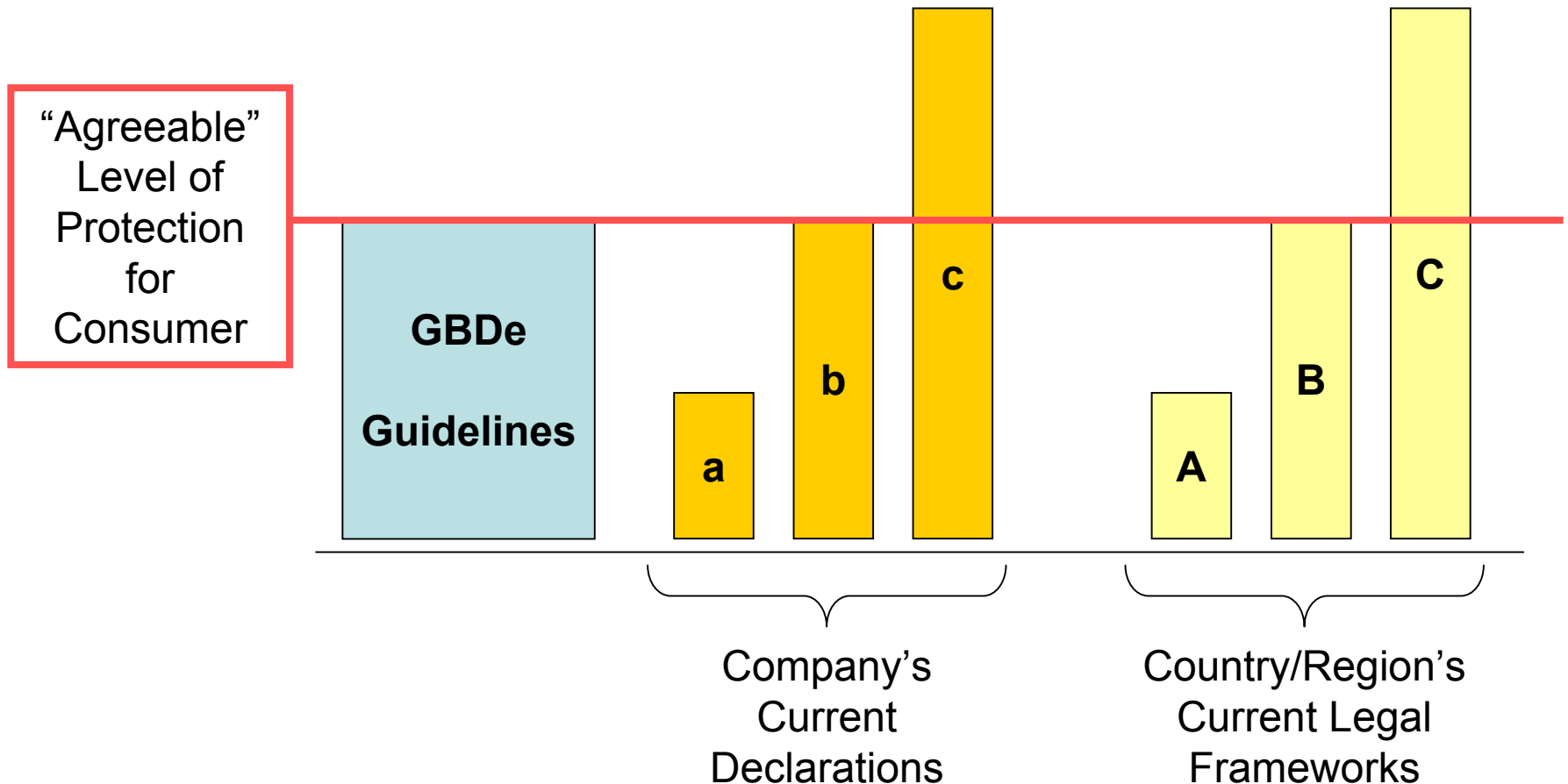
- Assurance of the Merchant's existence
- Code of Conduct of the Merchant
- Privacy Protection Policy
- ADR (Alternative Dispute Resolution)
- Global Effectiveness
- High-Tech Based Built-in Consumer Protection

Global Trustmark Alliance

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Privacy and GBDe Guidelines



1980 - OECD Eight Privacy Principles

National

1. Collection Limitation
2. Data Quality
3. Purpose Specification
4. Use Limitation
5. Security Safeguard
6. Openness
7. Individual Participation
8. Accountability

International

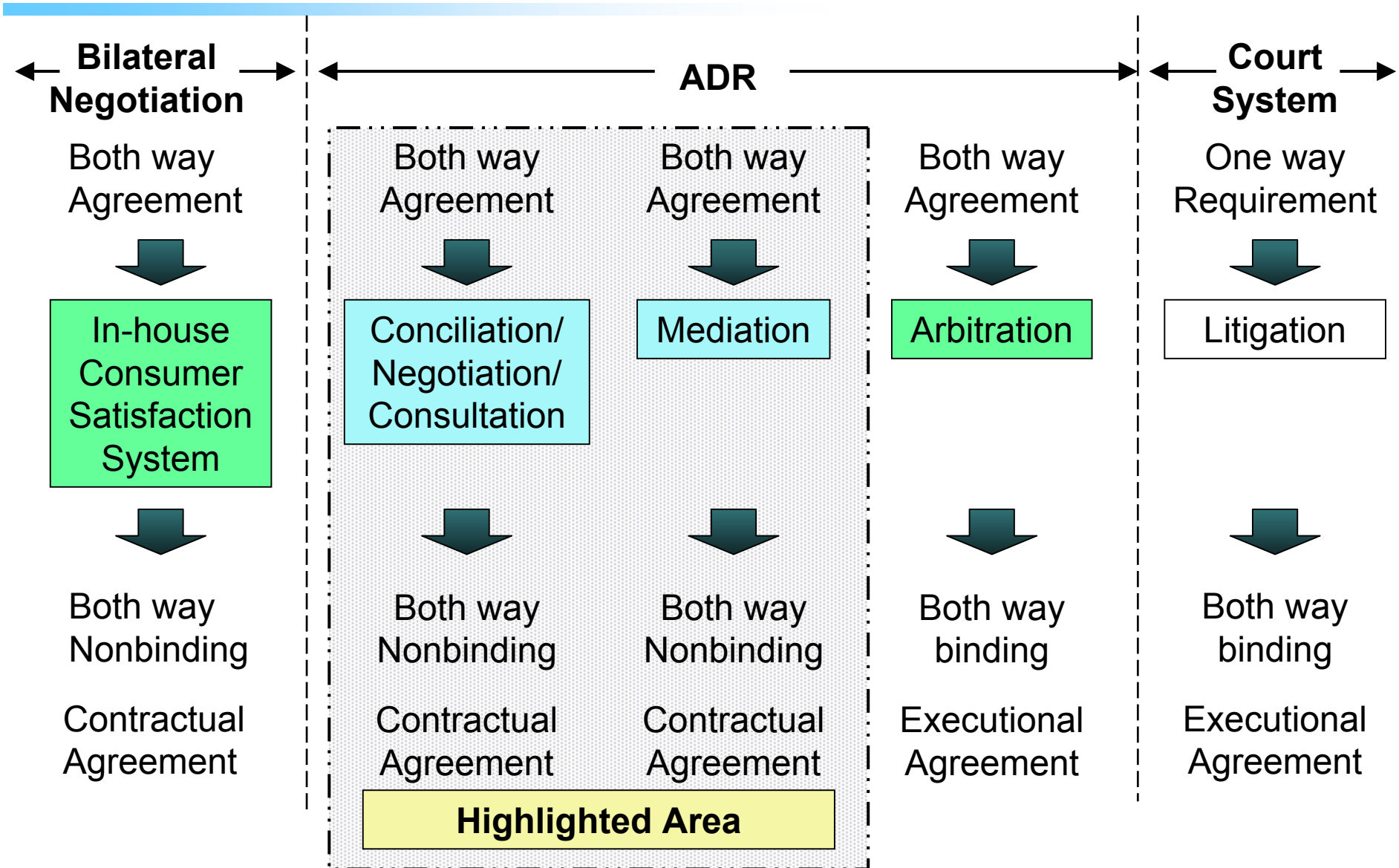
- a. Protection against where having no reasonable and appropriate steps.

New Concerns on Privacy

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- Internet (Mail, Web, Mobile)
- Children Protection and Sensitive Data Handling
- Restructuring of the Company, Affiliates and third parties
- Public use vs. Private use
- Reporting Rights vs. Privacy

Alternative Dispute Resolution (ADR) **NEC**



New Concerns on ADR

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- Bothway Binding Vs. Oneway Binding
(Merchant Only)
- Guidelines Vs. Accreditation
- Self Regulation Vs. Legal Enforcement

i-Payment Discussion

Micro Payment

<Current>

- Prepaid Card

<Coming>

- eCard
- m-Payment

General Payment

<Current>

- Credit Card
- Direct Debiting (Domestic Only)

<Coming>

- Secured, Global, (Standardized) and Affordable Infrastructure to conquer the “Critical mass issue”
 - ▶ Global i-Payment System(s)

Another Consumer Protection Technologies



- Uncopiable Trustmark
- Authentication and Security in General
- Cyber Ethics and Contents Rating / Filtering



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Thank you very much!

for the details, please visit www.gbde.org

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